die guidelines proposed by the Amicus before it should be considered by the concerned Ministry and if they find favour, they may be incorporated in the enactment/guidelines, with modifications as deemed fit and proper.

(c) No final view has been taken on the issues to be incorporated in the proposed Broadcasting Bill. The judgement dated 14.12.2007 in WP(Crl.) No. 1175/2007-Court on its own motion *vs.* State is available on the website of the Delhi High Court, *www. delhihighcourt. nic. in.*

Advertisement regarding achievement in the print media

713. DR. VIJAY MALLYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) how much money has the Government spent this year on newspaper advertisements that announce achievements and inaugurations;

(b) should Government be spending money on advertising when information is uploaded on Government websites for those who are interested;

(c) is Government considering depersonalising such advertisements to remove pictures of political figures, thereby reducing size of ads and their cost; and

(d) is there an audit on how effective is Government's spending on communication?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) During the current financial year [upto 22/02/2008] an amount of Rs. 17.5 crores has been spent by the Government on newspaper advertisements through DAVP.

(b) Central Government advertisements released through DAVP to newspapers, magazines, radio and TV, are meant to create awareness amongst the public, whereas internet facilities may not be accessible to a large majority of the public.

(c) DAVP does not issue any personal or political advertisement. The DAVP endeavours to right size the advertisement according to the content.

(d) Yes, Sir. Impact studies are undertaken from time to time, through professional communication research organizations.

Foreign ownership in print media

714. DR. VIJAY MALLYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the status of foreign ownership in print media;

(b) what are the factors preventing foreign media from entering India; and

(c) is the Government under any kind of pressure from existing print media lobbyists that's preventing it?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Several Indian Companies engaged in publishing newspapers and periodicals dealing with news and current affairs have been allowed to bring in Foreign Direct Investment (FDI) subject to the maximum limit of 26% of their paid up equity capital.